

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 568097 / 1		<u>Alt Order #</u> 07897137
<u>Product</u> LCV/SEN MAJ PAC		
<u>Contract Dates</u> 08/16/12 - 08/29/12	<u>Estimate #</u> 126/133/1611	
<u>Advertiser</u> League Conservation Voters/Senate Majority		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 126	<u>Product Code</u> 133
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/16/12	08/17/12	NewsChannel 3 News	5-6am		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$240.00			
2	3	08/16/12	08/17/12	NewsChannel 3 News	6-7am		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$365.00			
3	3	08/16/12	08/17/12	CBS This Morning	7-9a		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$280.00			
4	3	08/19/12	08/26/12	CBS Sunday Morning	9-1030am		:30			NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$485.00			
Week:		08/20/12	08/26/12	-----S				1	\$485.00			
5	3	08/19/12	08/26/12	Face the Nation	1030-11am		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$555.00			
Week:		08/20/12	08/26/12	-----S				1	\$555.00			
6	3	08/16/12	08/17/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				1	\$415.00			
7	3	08/16/12	08/17/12	Price Is Right	11am-12n		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				1	\$555.00			
8	3	08/16/12	08/17/12	NewsChannel 3 News	12n-1230pm		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$415.00			
9	3	08/16/12	08/17/12	CBS Daytime	1228-3pm		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$555.00			
10	3	08/16/12	08/17/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				1	\$395.00			
11	3	08/16/12	08/17/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
568097 /	07897137

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/16/12 - 08/29/12	LCV/SEN MAJ PAC	126/133/1611

<u>Advertiser</u>	<u>Original Date / Revision</u>
League Conservation Vol	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$280.00			
12	3	08/16/12	08/17/12	Newschannel 3 News	5-530pm		:30			NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$465.00			
13	3	08/16/12	08/17/12	Newschannel 3 News	530-6pm		:30			NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$435.00			
14	3	08/16/12	08/17/12	Newschannel 3 News	6-630pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$505.00			
E 15	3	08/18/12	08/25/12	Newschannel 3 News	6-630pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$170.00			
Week:		08/20/12	08/26/12	-----S-				1	\$170.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	3	08/20/12-08/26/12	Newschannel 3 News	6-630pm	-----Sa--	:30	<del>\$170.00</del>	NM		
Credited												
16	3	08/19/12	08/26/12	Newschannel 3 News	630-7pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$200.00			
Week:		08/20/12	08/26/12	-----S				1	\$200.00			
17	3	08/16/12	08/17/12	7-730pm	7-730pm		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$585.00			
18	3	08/16/12	08/17/12	730-8pm	730-8pm		:30			NM	2	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$585.00			
19	3	08/20/12	08/27/12	Monday Prime	10-11pm		:30			NM	2	\$3,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$1,655.00			
Week:		08/27/12	09/02/12	M-----				1	\$1,655.00			
E 20	3	08/22/12	08/29/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	--W----				1	\$1,375.00			
Week:		08/27/12	09/02/12	--W----				1	\$1,375.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	3	08/27/12-09/02/12	Wednesday Prime	10-11pm	---W-----	:30	<del>\$1,375.00</del>	NM		
Credited												
E 21	3	08/17/12	08/24/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,375.00			
Week:		08/20/12	08/26/12	----F--				1	\$1,375.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	3	08/20/12-08/26/12	Friday Prime	10-11pm	-----F---	:30	<del>\$1,375.00</del>	NM		
Credited												
22	3	08/16/12	08/17/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				3	\$760.00			
23	3	08/18/12	08/26/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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08/16/12 - 08/29/12	LCV/SEN MAJ PAC	126/133/1611

<u>Advertiser</u>	<u>Original Date / Revision</u>
League Conservation Vol	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----SS				1	\$760.00			
Week:		08/20/12	08/26/12	-----SS				1	\$760.00			
24	3	08/16/12	08/17/12	Late Night with David Letterman	1135pm-1237am		:30			NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---TF--				2	\$235.00			
25	3	08/20/12	08/24/12	NewsChannel 3 News	5-6am		:30			NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				6	\$240.00			
26	3	08/20/12	08/24/12	CBS This Morning	7-9a		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$280.00			
27	3	08/20/12	08/24/12	Let's Make A Deal	9am		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				1	\$415.00			
28	3	08/20/12	08/24/12	Price Is Right	11am-12n		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				1	\$555.00			
29	3	08/20/12	08/24/12	Newschannel 3 News	12n-1230pm		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				5	\$415.00			
30	3	08/27/12	08/29/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$415.00			
31	3	08/20/12	08/24/12	CBS Daytime	1228-3pm		:30			NM	2	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				2	\$555.00			
32	3	08/20/12	08/24/12	Ellen Degeneres	3pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				2	\$395.00			
33	3	08/20/12	08/24/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				2	\$280.00			
34	3	08/20/12	08/24/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$465.00			
35	3	08/20/12	08/24/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$435.00			
36	3	08/20/12	08/24/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$505.00			
37	3	08/20/12	08/24/12	7-730pm	7-730pm		:30			NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$585.00			
38	3	08/20/12	08/24/12	730-8pm	730-8pm		:30			NM	4	\$2,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				4	\$585.00			
39	3	08/20/12	08/24/12	Late News (M-F)	11-1135p		:30			NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$760.00			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
League Conservation Vol	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
40	3	08/20/12	08/24/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTWTF--				3	\$235.00			
N 41	3	08/29/12	08/29/12	Redskins Preseason	4p-1xm		:30			NM	1	\$1,265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,265.00			
N 42	3	08/27/12	08/27/12	Monday Prime	9-10pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$1,655.00			
<b>Totals</b>											<b>97</b>	<b>\$49,280.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	91	\$43,460.00	\$36,941.00
08/27/12 -08/29/12	6	\$5,820.00	\$4,947.00
<b>Totals</b>	<b>97</b>	<b>\$49,280.00</b>	<b>\$41,888.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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